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ABSTRACT

In April 1987, a telephone survey was conducted by Johnson County (Kansas) Community College (JCCC) to assess the opinions and perceptions of county residents concerning the college. A stratified sample of Johnson County adults was contacted, resulting in 818 completed and 5 partially completed interviews. An additional 168 respondents indicated that they were not familiar enough with JCCC to participate in the study. Study findings included the following: (1) nearly 90% of the respondents felt that JCCC was a source of community pride; (2) nearly 80% rated JCCC "excellent" or "good" in terms of their expectations of institutions of higher learning; (3) nearly 75% agreed that JCCC provides good value for the money for both students and taxpayers; (4) between 85% and 99% who had an opinion indicated that each of JCCC's 12 missions was important; (5) between 84% and 95% indicated that JCCC was doing a good job of carrying out those missions; (6) about 75% felt that JCCC was a good place to build a central library and a cultural arts center to serve county residents; (7) nearly 66% felt that JCCC should be controlled by a locally elected board of trustees; and (8) less than half of the respondents were aware of 3 of JCCC's 12 missions. (EJV)

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PERCEPTIONS OF JOHNSON COUNTY COMMUNITY COLLEGE BY RESIDENTS OF JOHNSON COUNTY

"JCCC's Public Image"

Office of Institutional Research

July 1987

JC 880 042

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PERCEPTIONS OF JOHNSON COUNTY COMMUNITY COLLEGE
BY RESIDENTS OF JOHNSON COUNTY

"JCCC'S PUBLIC IMAGE"

Executive Summary

As a part of its systematic research and evaluation efforts, JCCC's Office of Institutional Research periodically assesses the opinions and perceptions of county residents concerning the College. Thus, during the last week in April, 1987, a telephone survey was conducted on a stratified random sample of Johnson County adults 18 years old and over resulting in 818 completed interviews and five partial interviews. An additional 168 respondents (17.0%) indicated they were not familiar enough with Johnson County Community College to participate in the study.

Comparison of demographic characteristics of survey respondents with those of Johnson County residents overall (from the 1985 Johnson County Census) indicated close correspondence on major variables such as male/female ratio and age distribution. Thus, the respondents may be seen as generally representative of county residents as a whole.

The following represent the major findings of the survey. The results are detailed in the report and tables which are attached to this summary.

* Overall Approval Rating

  Nearly 90 percent of respondents felt JCCC was a source of community pride.

  Nearly 80 percent of respondents rated JCCC "excellent" or "good" in terms of their individual expectations of institutions of higher learning.

  Over 90 percent of respondents would encourage friends to attend JCCC, and four out of five would encourage their children to attend JCCC.

* Value to Constituents

  Nearly three out of four respondents agreed that JCCC provides good value for the money for both students and taxpayers.

* Performance of College Missions

  Between 85% and 99% of respondents who had an opinion indicated that each of JCCC's twelve missions was important to do.

  Between 84% and 95% indicated that JCCC was doing a good job of carrying out each of those missions.

* Location for a Cultural Center

About three out of four respondents felt the JCCC campus was a good place to build a central library and a cultural arts center to serve county residents.

* Local Control

Nearly two out of three respondents felt JCCC should be controlled by a locally elected Board of Trustees, while only one in four felt JCCC should be governed by the State Board of Regents.

* Areas for Improvement

Of individuals contacted to participate in the survey, roughly one in five indicated that they were not familiar enough with the College to respond to the survey.

Less than half of the respondents were aware of three of JCCC's twelve missions.

If you have questions or need additional information regarding the survey or results, please contact the Office of Institutional Research, 469-8500 ext. 3442.

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Respondent Opinions and Overall Satisfaction with JCCC

Respondents were asked to rate their level of agreement with a variety of statements concerning Johnson County Community College. The opinions thus expressed provided a clear indication of the high level of satisfaction residents of Johnson County felt toward JCCC.

* Nearly 90 percent of respondents agreed that JCCC is a source of community pride and should strive to become recognized as one of the best community colleges nationwide.

* Over 70 percent of respondents agreed that JCCC provides good value to both students and taxpayers.

* In terms of respondent expectations of institutions of higher learning, nearly 80 percent rated JCCC "excellent" or "good."

* There was very little disagreement with either the reasonableness of JCCC tuition and fees or the adequacy and convenience of programs and services offered.

* Over 90 percent of respondents would encourage friends to attend JCCC.

* Four of five respondents would encourage their children to attend JCCC.

* About three out of four respondents felt the JCCC campus was a good place to build both a central library and a cultural arts center to serve county residents.

* Over half of survey respondents felt JCCC was a good place to build a county recreation center, including an indoor swimming complex.

* Nearly two out of three respondents felt JCCC should be controlled by a locally elected Board of Trustees, while only one in four felt JCCC should be governed by the State Board of Regents.

Tables 1 and 2 provide detailed summaries of these findings.

Table 1

RESPONDENTS' OPINIONS OF JCCC

	Agree		Disagree		Neutral/ Unknown	
	No.	%	No.	%	No.	%
Is source of community pride	738	89.7%	13	1.6%	72	8.7%
Should strive to become recognized as one of best community colleges nationwide	712	86.5	18	2.2	93	11.3
Is conveniently located	695	84.4	76	9.2	52	6.3
Should emphasize meeting needs of county residents over needs of others	659	80.1	73	8.9	91	11.1
Is a good place to build a central library to serve county residents	607	73.8	99	12.0	117	14.2
Is a good place to build a cultural arts center for county residents	595	72.3	79	9.6	149	18.1
Provides good value to students	594	72.2	4	.5	225	27.3
Provides good value to taxpayers	587	71.3	13	1.6	223	27.1
Provides adequate programs and services at conveniently scheduled times and locations	545	66.2	19	2.3	259	31.5
Should be controlled by a locally elected Board of Trustees	541	65.7	63	7.7	219	26.6
Charges reasonable tuition and fees	521	63.3	4	.5	298	36.2
Is a good place to build a county recreation center, including an indoor swimming complex	463	56.3	164	19.9	196	23.8
Should be governed by State Board of Regents	230	27.9	208	25.3	385	46.8

Table 2

RESPONDENTS' OVERALL SATISFACTION WITH JCCC

	Number	Percent
Rating of JCCC in terms of respondent expectations for institutions of higher education		
Excellent	246	29.9%
Good	410	49.8
Average	105	12.8
Fair	12	1.5
Poor	3	.4
Unknown	47	5.7
Would encourage friends to attend JCCC		
Yes	750	91.1%
No	28	3.4
Undecided	40	4.9
Unknown	5	.6
Would encourage own children to attend JCCC		
Yes	677	82.3%
No	89	10.8
Undecided	50	6.1
Unknown	7	.9

Functions and Missions of Johnson County Community College

Respondents were asked to answer three questions about each of the functions described in the mission statement of Johnson County Community College:

1. "Were you aware JCCC performed this function?"

2. "How important is it for JCCC to perform this function?"

3. "How well do you think JCCC is performing this function?"

Highlights of responses to these three questions were:

* Only three of the functions described in the JCCC mission statement were unfamiliar to more than half of the respondents. These were:

  1. Providing leadership for cooperative efforts among state and local educational institutions.

  2. Providing educational programs and suggesting services to local business and industry to promote economic development

  3. Providing instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesss, individuals, and community groups.

* Over 80 percent of survey respondents felt all 12 functions described in the JCCC mission statement were important to do.

* Nearly 99 percent of respondents felt it was important for JCCC to prepare students for transfer to a four year school and provide instruction in career areas.

* Over 98 percent of respondents felt it was important to provide support services to assist students to benefit from JCCC's educational programs.

* Over 97 percent of respondents felt it was important to meet the needs of special clientele such as the handicapped, gifted, or non-high school graduates.

* Over 95 percent of respondents felt it was important to provide credit courses for general interest and personal development.

* Less than six percent of respondents expressed dissatisfaction with the way JCCC performed any of the functions described in the mission statement.

Tables 3-5 provide additional detail regarding constituent perceptions of JCCC functions and missions.

Table 3

RESPONDENTS' AWARENESS OF JCCC FUNCTIONS AND MISSIONS

	Aware		Not Aware		Unknown	
	No.	%	No.	%	No.	%
Provides noncredit courses and activities to meet lifelong learning and continuing education needs	727	88.3%	95	11.5%	1	.1%
Provides college-level instruction to prepare students to transfer and earn bachelor's degrees	724	88.0	98	11.9	1	.1
Provides credit courses for general interest and personal development	694	84.3	128	15.6	1	.1
Provides instruction in occupational/career fields to prepare students for new jobs	666	80.9	156	19.0	1	.1
Provides instruction in career areas to update skills, advance in present jobs, or retrain for new careers	602	73.1	220	26.7	1	.1
Sponsors student activities to complement the educational program	600	72.9	221	26.9	2	.2
Provides support services to assist students to benefit from JCCC's educational programs	550	66.8	272	33.0	1	.1
Provides programs, facilities and services to support cultural activities	480	58.3	340	41.3	3	.4
Provides programs and services for special needs clientele such as the handicapped, gifted, non-high school graduates, and current high school students	417	50.7	404	49.1	2	.2
Provides instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesses, individuals, and community groups	269	32.7	550	66.8	4	.5
Provides educational programs and suggests services to local business and industry to promote economic development	221	26.9	601	73.0	1	.1
Provides leadership for cooperative efforts among state and local educational institutions	214	26.0	604	73.4	5	.6

Table 4

PERCEIVED IMPORTANCE OF JCCC FUNCTIONS AND MISSIONS
BY RESPONDENTS WHO EXPRESSED AN OPINION

	Number of Responses	Important to do	Neutral	Not Important
Provides college-level instruction to prepare students to transfer and earn bachelor's degrees	816	98.8%	.7%	.5%
Provides instruction in career areas to update skills, advance in present jobs, or retrain for new careers	812	98.8	.4	.9
Provides instruction in occupational/career fields to prepare students for new jobs	814	98.4	.9	.7
Provides support services to assist students to benefit from JCCC's educational programs	804	98.1	1.5	.4
Provides programs and services for special needs clientele such as the handicapped, gifted, non-high school graduates, and current high school students	807	97.4	1.5	1.1
Provides credit courses for general interest and personal development	814	95.7	2.1	2.2
Provides noncredit courses and activities to meet lifelong learning and continuing education needs	815	94.6	3.2	2.2
Provides educational programs and suggests services to local business and industry to promote economic development	741	91.0	5.9	3.1
Provides programs, facilities and services to support cultural activities	791	88.4	6.3	5.3
Sponsors student activities to complement the educational program	806	88.1	6.8	5.1
Provides leadership for cooperative efforts among state and local educational institutions	717	86.2	9.3	4.5
Provides instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesses, individuals, and community groups	756	84.8	8.7	6.5

Table 5

EVALUATION OF PERFORMANCE OF JCCC FUNCTIONS AND MISSIONS
BY RESPONDENTS WHO EXPRESSED AN OPINION

	Number of Responses	Done Well	Neutral	Not Done Well
Provides credit courses for general interest and personal development	411	94.6%	4.1%	1.2%
Provides programs and services for special needs clientele such as the handicapped, gifted, non-high school graduates, and current high school students	234	94.4	3.4	2.1
Provides noncredit courses and activities to meet lifelong learning and continuing education needs	429	93.7	4.9	1.4
Provides instruction in career areas to update skills, advance in present jobs, or retrain for new careers	277	93.1	5.8	1.1
Provides instruction in occupational/career fields to prepare students for new jobs	275	93.1	5.5	1.5
Provides leadership for cooperative efforts among state and local educational institutions	135	92.6	7.4	0.0
Provides college-level instruction to prepare students to transfer and earn bachelor's degrees	448	92.0	4.0	4.0
Provides instructional programs, facilities, information services, and other support, both on and off campus, to local companies, businesses, individuals, and community groups	150	92.0	4.7	3.3
Provides programs, facilities and services to support cultural activities	275	90.2	8.4	1.5
Provides support services to assist students to benefit from JCCC's educational programs	282	89.4	7.1	3.5
Sponsors student activities to complement the educational program	327	89.0	5.2	5.8
Provides educational programs and suggests services to local business and industry to promote economic development	119	84.0	10.1	5.9

How Respondents Receive Information About JCCC

Respondents were asked how they may have heard about JCCC, and then asked to name the most effective way to communicate with them about JCCC. In addition, specific names of newspapers or radio and TV stations were requested from those who mentioned hearing about JCCC from those sources.

* Nearly 94 percent of respondents indicated they heard about JCCC through direct mail.

* Direct mail was named by over 80 percent of survey respondents as being the most effective way to communicate with them about JCCC, about the same percentage reported in the 1982 image survey.

* Over two-thirds of respondents read about JCCC in the newspapers, with the Sun Newspapers, the Kansas City Star or Times, and the Olathe Daily News mentioned most often.

* Slightly more than one-third of respondents heard about JCCC on the radio. Far more respondents listened to FM stations than to AM stations. The top four stations mentioned were KUDL-FM, KMBZ-AM, KLSI-FM and KBEQ-FM.

* Less than 30 percent of respondents indicated hearing about JCCC on TV. Not surprisingly, of those mentioning a television station or channel, over 16 percent heard about JCCC on Cable 3A. WDAF Channel 4, KCTV Channel 5 and KSHB Channel 41 were the next most common responses.

Tables 6a-6c and Table 7 detail findings from this series of questions.

Table 6a

HOW RESPONDENTS RECEIVE INFORMATION ABOUT JCCC

	Number	Percent
Via direct mail		
Yes	771	93.7%
No	46	5.6
Unknown	6	.7
Via area newspaper articles or ads		
Yes	575	69.9%
No	242	29.4
Unknown	6	.7
Which newspapers*		
Sun Newspapers	359	62.4%
Kansas City Star	208	36.2
Olathe Daily News	63	11.0
Kansas City Times	57	9.9
College Blvd. News	13	2.3
Johnson County Gazette	10	1.7
Campus Ledger	10	1.7
Squire News	7	1.2
Lenexa News	4	.7
Shawnee Journal	4	.7
Kansas City Business Journal	2	.3
Blue Valley Gazette	1	.2
Herald Dispatch Sun	1	.2
Village	1	.2
Unknown	35	6.1

* Of the 575 respondents indicating they learned about JCCC through newspaper articles and ads, 540 named at least one newspaper, 166 named two, 34 named three. Consequently percentages are not additive.

Table 6b

HOW RESPONDENTS RECEIVE INFORMATION ABOUT JCCC
(Continued)

	Number	Percent
Via radio announcements or ads		
Yes	301	36.6%
No	516	62.7
Unknown	6	.7
Which radio stations*		
KUDL 98.1 FM	19	6.3%
KMBZ 980 AM	16	5.3
KLSI 93.3 FM	13	4.3
KBEQ 104.3 FM	12	4.0
KCMO 810 AM or 94.9 FM	10	3.3
KYYS 102.1 FM OR KY 10	9	3.0
KCFX 100.7 FM	7	2.3
KXTR 96.5 FM	7	2.3
WDAF 610 AM OR 61 COUNTRY	7	2.3
KMBR 99.7 FM	6	2.0
KCUR 89.3 FM	5	1.7
KFKF 94.1 FM	3	1.0
KJLA 1190 AM	3	1.0
WHB OR AM 710	1	.3
KBEA 1480 CNN	1	.3
KFAB	1	.3
CJKC	1	.3
Unknown	211	70.1

* Of the 301 respondents indicating they learned about JCCC through radio announcements and ads, 90 named at least one station, 26 named two, and 5 named three stations. Consequently percentages are not additive.

Table 6c

HOW RESPONDENTS RECEIVE INFORMATION ABOUT JCCC
(Continued)

	Number	Percent
Via television		
Yes	241	29.3%
No	576	70.0
Unknown	6	.7
Which TV stations*		
JCCC CABLE 3A	39	16.2%
WDAF TV 4	13	5.4
KCTV TV 5	10	4.1
KSHB TV 41	9	3.7
KMBC TV 9	8	3.3
KCPT TV 19	8	3.3
TELECABLE 10A	5	2.1
10A	4	1.7
"CABLE"	2	.8
KCMO	2	.8
3B	1	.4
10B	1	.4
62	1	.4
Unknown	154	63.9
Via materials distributed at common sites		
Yes	196	23.8%
No	621	75.5
Unknown	6	.7

* Of the 241 respondents indicating they learned about JCCC through television announcements and ads, 87 named at least one station, 14 named two, and 2 named three stations. Consequently percentages are not additive.

Table 7

MOST EFFECTIVE WAYS TO CONVEY
INFORMATION ABOUT JCCC

	Number	Percent
Direct mail	691	76.2%
Newspapers	104	11.5
Television	52	5.7
Radio	26	2.9
Telephone	10	1.1
Word of mouth	10	1.1
Materials at a common site	9	1.0
Visits at local schools	1	.4

Previous Experiences With JCCC

* Approximately one in four respondents had completed JCCC credit classes.

* Nearly two-thirds of respondents indicating previous enrollment in JCCC credit classes had freshman status (25 credit hours or less).

* About one in four who took credit classes at JCCC were enrolled prior to 1980, with close to 30 percent enrolled during this past academic year.

* Over 25 percent of respondents had enrolled in JCCC noncredit classes, mostly for personal enrichment or occupational training.

* About one in four respondents had used JCCC services; the library was the service most often utilized.

* One in four respondents using JCCC services used Career Planning and Placement.

* Slightly more than one-fourth of survey respondents indicated they had used JCCC facilities. Most used were athletic/recreational facilities, the meeting rooms, banquet facilities, or the theatre.

* More respondents attended JCCC activities (41.4%) than used either JCCC services or JCCC facilities. Cultural or athletic events and movies were the activities most often mentioned by survey respondents.

* Average number of contacts with JCCC within the past year was 1.8 contacts. Slightly more than half of all respondents reported no contact with JCCC during the past year.

Tables 8-10 provide additional details of constituent experiences with JCCC.

Table 8

RESPONDENTS' PREVIOUS JCCC EDUCATIONAL EXPERIENCES

	Number	Percent
Previously enrolled in JCCC credit classes		
Yes	201	24.4%
No	622	75.6
Number of credit hours completed at JCCC		
Freshman status (1-25 credit hours)	131	65.2%
Sophomore status (26-64 credit hours)	40	19.9
Special status (over 64 credit hours)	4	2.0
Unknown	26	12.9
Total	201	100.0%
Year in which last class taken at JCCC		
1986-87	57	28.4%
1984-85	53	26.4
1982-83	22	10.9
1980-81	19	9.5
1979 or before	48	23.9
Unknown	2	1.0
Total	201	100.0%
Previously enrolled in JCCC Noncredit classes		
Yes	212	25.8%
No	611	74.2
Types of JCCC noncredit classes completed		
Personal enrichment	95	44.8%
Occupational training	90	42.5
Continuing health education	14	6.6
Special education workshop	1	.5
Unknown	12	5.6
Total	212	100.0%

Table 9

RESPONDENTS' USE OF JCCC SERVICES AND FACILITIES

	Number	Percent
Used JCCC services		
Yes	203	24.7%
No	620	75.3
JCCC services used *		
Library	142	70.0%
Career Planning and Placement Center	52	25.6
Testing and Assessment Center	35	17.2
Dental Hygiene Clinic	10	4.9
Small Business Development Center	4	2.0
Counseling Center	2	1.0
Gallaudet Regional Center	1	.5
Other	8	3.9
Unknown	4	2.0
Used JCCC facilities		
Yes	219	26.6%
No	604	73.4
JCCC facilities used **		
Athletic/recreational facilities	121	55.3%
Meeting rooms or theater	51	23.3
Banquet facilities	44	20.1
Cafeteria	3	1.4
Music practice rooms	2	.9
Computer lab	1	.5
Other	6	2.7
Unknown	4	1.8

* Of the 203 respondents who used JCCC services, 199 named at least one service, 46 named two services, and 9 named three services. Consequently percentages are not additive.

** Of the 219 respondents who used JCCC facilities, 215 named at least one facility, 11 named two facilities, and 29 named three facilities. Consequently percentages are not additive.

Table 10

JCCC ACTIVITIES ATTENDED AND TOTAL CONTACTS
WITH JCCC WITHIN THE PAST YEAR BY RESPONDENTS

	Number	Percent
Attended JCCC activities		
Yes	341	41.4%
No	482	58.6
JCCC activities attended *		
Cultural events	145	42.5%
Athletic events	110	32.3
Movies	59	17.3
Community service events	29	8.5
Graduation	15	4.4
Exhibits	11	3.2
Brown and Gold Club events	9	2.6
Auction	1	.3
Other	13	3.8
Total JCCC contacts within the past year		
None	429	52.1%
1 to 5 contacts	280	34.0
6 to 10 contacts	40	4.9
11 to 15 contacts	12	1.5
16 to 20 contacts	8	1.0
More than 20 contacts	53	6.4
Unknown	1	.1

* Of the 341 respondents who attended JCCC activities, all named at least one activity, 46 named two activities, and 5 named three activities. Consequently percentages are not additive.

Current Educational Status and Future Educational Plans

* Over half of survey respondents had earned a college degree (associate's or above). This is approximately the same percentage reported in the 1980 census data for all Johnson County residents 25 or older.

* Of those currently enrolled in an educational program, nearly 30 percent were attending JCCC.

* About one in five respondents plan to enroll in an educational program within the next year, most next fall (59.5%).

* Of those planning to enroll in college within the next year, nearly two-thirds plan to attend JCCC.

* Over 16 percent (n=106) of respondents not planning to enroll during the next year or undecided about enrolling indicated they would be more likely to enroll if JCCC expanded course offerings in the northeastern part of the county.

* Nearly 9 percent (n=59) not planning to enroll or undecided would be more likely to enroll if offerings were expanded in the southern part of the county.

* About 6 percent (n=38) of respondents not planning to enroll or undecided would be more likely to enroll if course offerings were expanded in the western part of the county.

Tables 11-13 provide more comprehensive survey findings regarding respondents' current educational status and future educational plans.

Table 11

RESPONDENTS' HIGHEST LEVEL OF EDUCATION ATTAINED
AND CURRENT COLLEGE ENROLLMENT

	Number	Percent
Highest level of education attained		
Some high school	18	2.2%
Earned high school diploma or GED	142	17.3
Some college	232	28.2
Earned associate's degree	37	4.5
Earned bachelor's degree	253	30.7
Earned graduate degree	128	15.6
Unknown	13	1.6
Currently enrolled in an educational program		
Yes	108	13.1%
No	708	86.0
Unknown	7	.9
Where currently enrolled		
Johnson County Community College	32	29.6%
The University of Kansas	15	13.9
Other Missouri colleges/universities	9	8.3
University of Missouri, Kansas City	5	4.6
Other Kansas colleges/universities	5	4.6
Kansas State University	3	2.8
Out-of-state colleges/universities	3	2.8
Kansas City, Kansas Community College	2	1.9
Emporia State University	2	1.9
Unknown	32	29.6
Total currently enrolled	108	100.0%

Table 12

RESPONDENTS' FUTURE COLLEGE ENROLLMENT PLANS

	Number	Percent
Plan to enroll within next year		
Yes	163	19.8%
No	452	54.9
Undecided	108	13.1
Unknown	100	12.2
Where respondents plan to enroll		
Johnson County Community College	103	63.2%
The University of Kansas	14	8.6
University of Missouri, Kansas City	6	3.7
Out-of-state colleges/universities	6	3.7
Other Missouri colleges/universities	5	3.1
Emporia State University	3	1.8
Kansas State University	2	1.2
Mid-America Nazarene College	2	1.2
Ottawa University	2	1.2
Central Missouri State University	2	1.2
Baker University	1	.6
Unknown	17	10.4
Total planning to enroll	163	100.0%
When respondents plan to enroll		
Summer 1987	33	20.2%
Fall 1987	97	59.5
Spring 1988	26	16.0
Unknown	7	4.3
Total planning to enroll	163	100.0%

Table 13

EFFECT OF EXPANDING JCCC COURSE OFFERINGS TO OTHER PARTS OF JOHNSON COUNTY ON DECISION TO ENROLL IN AN EDUCATIONAL PROGRAM

	Number	Percent
More likely to enroll if JCCC expanded course offerings in northeastern part of county		
Yes	106	16.1%
No	455	68.9
Undecided	18	2.7
Unknown	81	12.3
Total either undecided or not planning to enroll	660	100.0%
More likely to enroll if JCCC expanded course offerings in southern part of county		
Yes	59	8.9%
No	496	75.2
Undecided	24	3.6
Unknown	81	12.3
Total either undecided or not planning to enroll	660	100.0%
More likely to enroll if JCCC expanded course offerings in western part of county		
Yes	38	5.8%
No	528	80.0
Undecided	13	2.0
Unknown	81	12.3
Total either undecided or not planning to enroll	660	100.0%

Demographics of Survey Respondents

* The ratio of male to female respondents parallels the sex of the adult Johnson County population as reported in the 1985 census.

* The largest single segment of survey respondents was the 30-39 year old group (23.8%). This was also the largest single segment of the Johnson County population as reported in the 1985 census when divided into comparable age ranges.

* Over 75 percent of respondents were currently married, with the average household occupied by three people.

* About one in four of those living with survey respondents were between the ages of 10 and 19.

* Over 90 percent of survey respondents had lived in Johnson County five or more years.

See Tables 14a-14b and Table 15 for more detailed demographic information.

Table 14a

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	Number	Percent
Sex of survey respondents		
Male	373	45.3%
Female	440	53.5
Unknown	10	1.2
Age of survey respondents		
17-19	32	3.9%
20-29	114	13.9
30-39	196	23.8
40-49	186	22.6
50-59	144	17.5
60 and over	139	16.9
Unknown	12	1.5
Marital status		
Currently married	630	76.5%
Single now, but previously married	71	8.6
Never married	117	14.2
Unknown	5	.6
Household Income		
Under $20,000	46	5.6
$20,000 to $40,000	208	25.3
$40,000 to $60,000	244	29.6
$60,000 to $80,000	104	12.6
$80,000 to $100,000	41	5.0
Over $100,000	37	4.5
Unknown	143	17.4

Table 14b

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS
(Continued)

	Number	Percent
Number in household		
Unknown or live alone	79	9.6%
Two	231	28.1
Three	188	22.8
Four	228	27.7
Five	68	8.3
Six	20	2.4
Seven	5	.6
Eight or more	4	.5
Ages of other members of household		
0- 9	285	16.6%
10-19	453	26.3
20-29	212	12.3
30-39	196	11.4
40-49	251	14.6
50-59	185	10.7
60 and older	139	8.1
Length of time in Johnson County		
Less than one year	2	.2%
One to two years	9	1.1
Three to four years	49	6.0
Five or more years	758	92.1
Unknown	5	.6

Table 15

GEOGRAPHICAL DISTRIBUTION
OF 1987 IMAGE SURVEY RESPONDENTS

	Number	Percent
Central Overland Park		
66206 (Leawood, Mission Hills)	48	5.8%
66207 (Indian Creek area)	51	6.2
66212 (Brookridge area)	113	13.7
Total from Central Overland Park	212	25.7%
Northeast Johnson County		
66202 (Countryside, Fairway, Westwood)	55	6.7%
66204 (Overland Park)	56	6.8
66205 (Fairway, Mission, Roeland Park, Westwood)	46	5.6
66208 (Mission, Mission Hills, Prairie Village)	82	10.0
Total from Northeast Johnson County	239	29.1%
Northwest Johnson County		
66203 (Meriam, Shawnee)	57	6.9%
66214 (Lenexa)	32	3.9
66215 (Lenexa)	53	6.4
66216 (Shawnee)	44	5.3
66217 (Lake Quivira, Lenexa, Shawnee)	6	.7
66218 (Lenexa, Shawnee)	2	.2
66220 (Lenexa)	2	.2
Total from Northwest Johnson County	196	23.6%
Southern Johnson County		
66021 (Edgerton, Edgerton & McCamish Townships)	2	.2%
66030 (Gardner and Gardner Township)	5	.6
66061 (Olathe)	56	6.8
66062 (Olathe)	56	6.8
66085 (Stilwell)	7	.9
66209 (Indian Creek area)	13	1.6
66210 (Brookridge area)	21	2.6
66211 (Indian Creek area)	5	.6
66213 (Brookridge area)	3	.4
66221 (Stanley and Oxford Township)	1	.1
66224 (Stanley and Oxford Township)	2	.2
Total from Southern Johnson County	171	20.8%
Unknown	5	.7%

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